

PIASES R SMARTER TOGETHER.

KPI Brand Tracking: FY'23 Q4
Prepared for World Vision Canada
October 2023

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Research Overview

OBJECTIVES

- Measure brand KPIs for WVC and its competitive set over time
- Identify drivers of trust and opportunities to increase donor trust in WVC
- Understand perceptions and associations with the WVC brand
- Assess WVC's market buzz, advertising, and campaign recall

RESEARCH APPROACH

- Panel-based online survey
- Ages 18+, nationally representative of the Canadian population on age, gender, income, and region
- Survey is offered in English-only, and is ~10 mins in length

FIELDWORK

- Q4: July 6 to September 29, 2023
- Number of Completes:
 - 1,438 screened (those who were unaware / had never heard of WVC were screened out)
 - 1,257 completed full survey (brand aware)





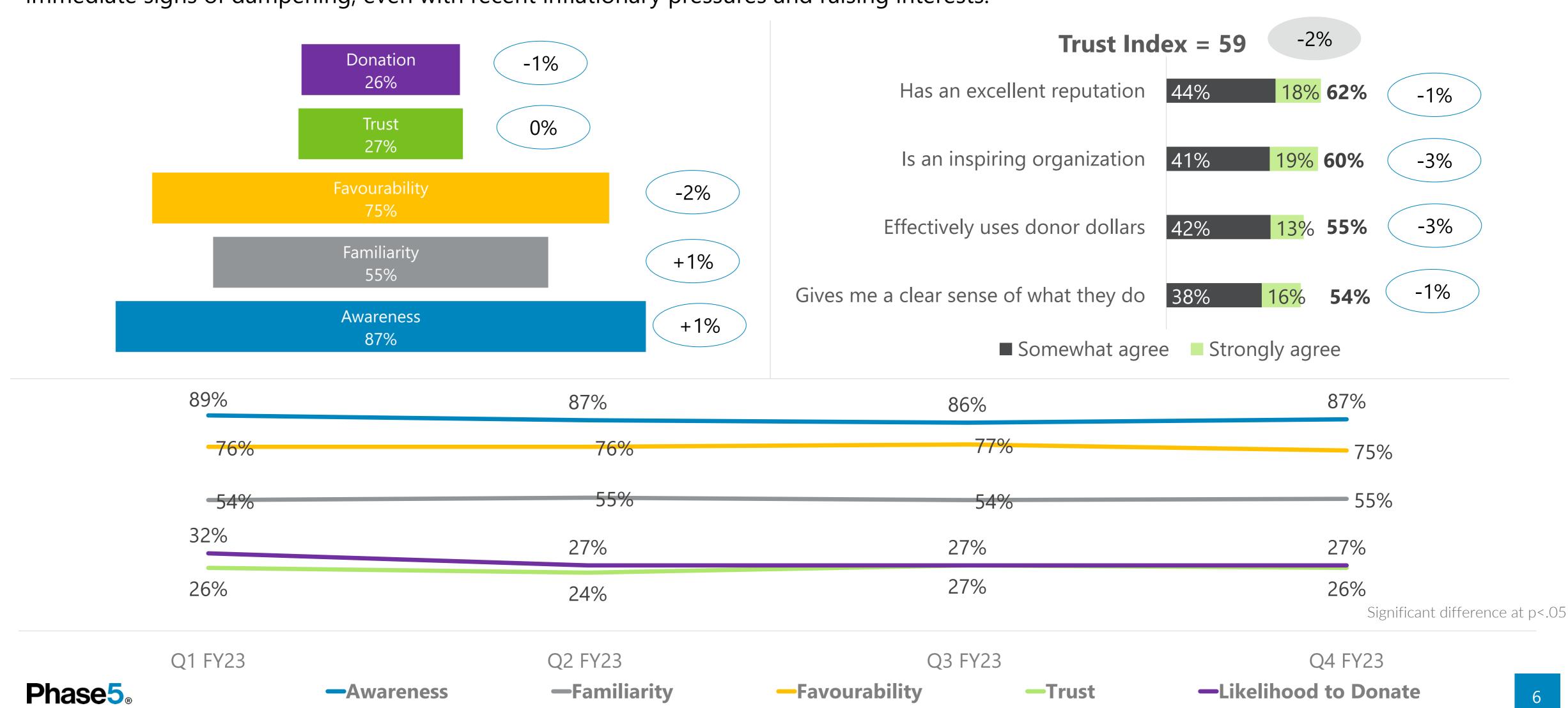
Executive Summary

- 1. WVC has held its ground on KPIs throughout F23. Notably, awareness remains high, and Canadians' attitudes toward WVC remain favourable.
 - Although Canadians hold favourable views towards WVC, they tend to be more moderate compared to other charitable organizations (esp. SickKids, Red Cross & DwB).
 - Continuing to educate and build familiarity with the brand through various marketing, advertising, and communications should remain a focus.
- 2. Increased efforts to establish and build Trust are slower to show impact. WVC continues to lag other charitable organizations on Trust measures gains resulting from efforts to demonstrate impact will likely take some time.
 - Establishing and building Trust (in any relationship) is a longer-term effort, which should improve with rising levels of familiarity.
 - Demonstrating impact of donor dollars and stewardship continue to be areas on which communication efforts should focus.
- 3. The current economic climate does not appear to be adversely impacting donation intent. Although inflation and interest rate pressures mean Canadians have less discretionary income, their intent to donate to WVC which declined at the start of 2023 has since held steady for the past 3 quarters.
 - This does not appear to be unique to WVC, given trends are similar for other charities, suggesting that this optimism among Canadians that they will donate is not the result of anything specific that WVC has done.
- **4. More Global Partners are favourable towards WVC.** The gain may be linked to the Fragile campaign, as there were significant gains noted for behavioural outcomes resulting from campaign exposure. For example, in terms of seeking info, visiting the website and advocacy (liking or sharing the ad, talking to others about WVC as a result of seeing the ad) Global Partners were more likely to take action after seeing the Fragile "Not Suitable for Children" spot.
- 5. High Net Worth Canadians are less favourable in how they view WVC. This translates to fewer in this segment willing to donate, compared to Canadians with more modest resources. Efforts to target this segment should use more personalized approaches as well as psychographic profiling to better understand the needs and attitudes of this segment.
- 6. WVC is doing a better job of demonstrating organizational impact than helping Canadians understand the impact of their personal contributions. While the public has faith that WVC is making a positive difference in the lives of those it helps, Canadians are less inclined to indicate that they understand how their donations will be used and the outcomes and impacts it will have. There is an opportunity to build stronger links between the individual (potential) donor, and the organization.
 - The widest gap to bridge is between WVC demonstrating their impact and Canadians lack of connectedness to the work being done in the field. Other gaps include sharing evidence and operational transparency.



WVC's brand KPIs are largely unchanged this quarter. Continuing to build familiarity and trust should remain a focus, as success here can have a positive impact on donation intent.

Intent to donate dropped at the start of the 2023, but has since held steady; Canadians' willingness to donate to WVC shows no immediate signs of dampening, even with recent inflationary pressures and raising interests.



SEGMENT DASHBOARD (Covenant Partner & Global Partner View)

Canadian Population (Q4'23)

Donation 26%

Trust 27%

Favourability 75%

Covenant Partner



Global Partner



<u>YoY</u>	QoQ	Q4'23	Q3′23	<u>Q2'23</u>	Q1′23
	-2%	41%	43%	40%	40%
	-4%	39%	43%	28%	41%
	0%	81%	81%	76%	93%

<u>YoY</u>	QoQ	Q4'23	Q3′23	<u>Q2'23</u>	Q1′23
	+6%	48%	42%	42%	46%
	+4%	41%	37%	38%	53%
	+9%	84%	75%	77%	89%

Trust Inc	dex = 59
Has an excellent reputation	44% 18% 62%
Is an inspiring organization	41% 19% 60%
Effectively uses donor dollars	42% 13% 55%
Gives me a clear sense of what they do Somewhat agree	38% 16% 54% Strongly agree

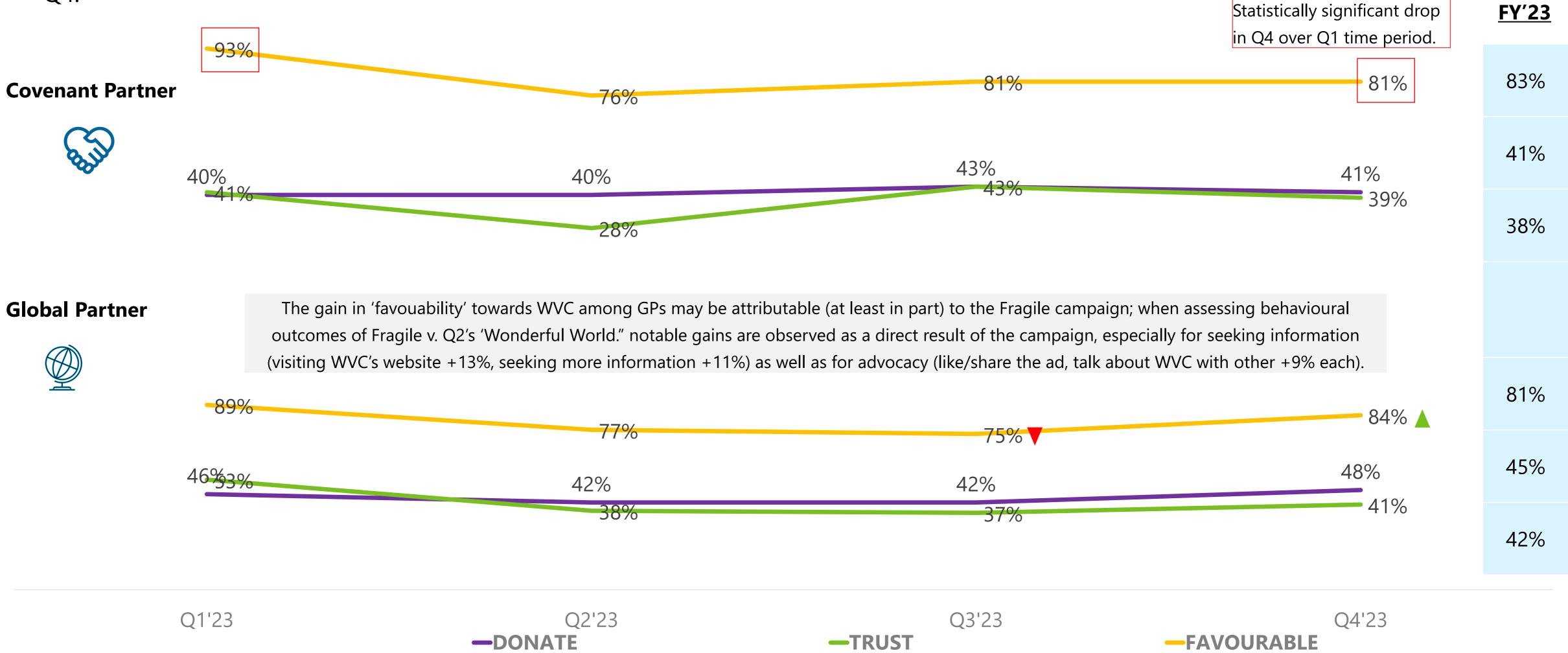
<u>YoY</u>	<u>QoQ</u>	Q4′23	Q3′23	Q2'23	Q1′23
	-1%	70%	71%	59%	83%
	+4%	75%	71%	62%	84%
	-6%	69%	75%	60%	83%
	-2%	65%	67%	56%	80%
	1%	67%	66%	56%	80%

<u>YoY</u>	QoQ	Q4'23	Q3′23	Q2′23	Q1′23
	-1%	69%	70%	68%	82%
	-2%	69%	71%	71%	84%
	-4%	68%	72%	72%	88%
	0%	68%	68%	65%	74%
	+3%	66%	63%	59%	79%

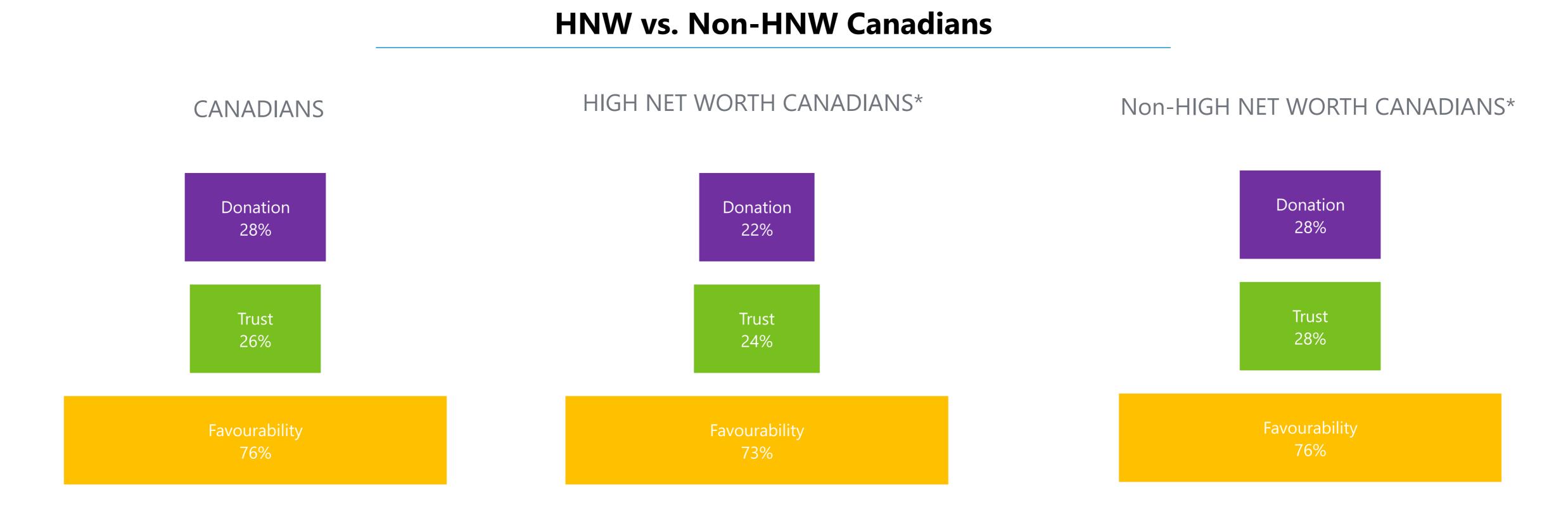
/ Significantly higher/ lower vs. previous quarter at 95% confidence level.

SEGMENT DASHBOARD (Covenant Partner & Global Partner View)

Favourability towards WVC notably declined since Q1'F23, particularly among Covenant Partners. It increased among Global Partners in Q4.



High Net Worth Canadians are less favourable in how they view WVC, and a smaller proportion of this segment is willing to donate. Efforts to target this segment should consider a more personalized approach as well as psychographic profiling.



Note*: High Net Wealth Canadians are respondents that have more than \$1M in saved and invested assets (n=165). Non-High Wealth Canadians are respondents that have less than \$1M in saved and invested assets (n=2,851)





Q2. Do you have a favourable or an unfavourable view of the following charitable organizations?

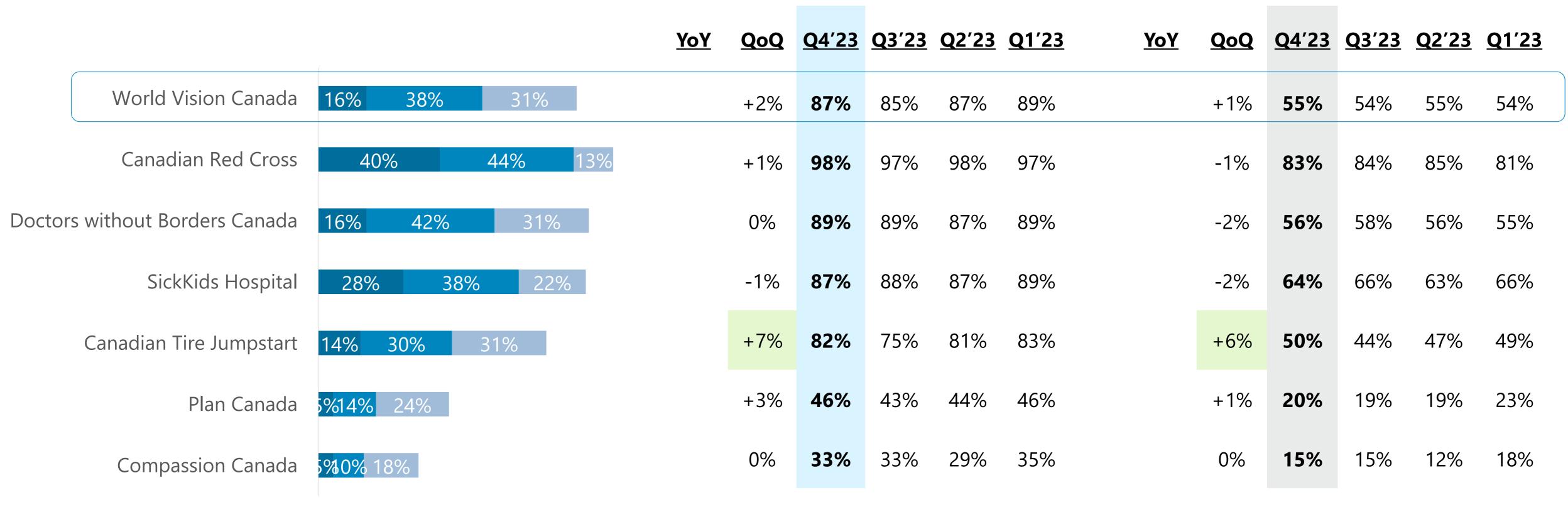
Q3. To what extent do you trust each of the following organizations?

Q4. How likely are you to donate to the following organizations in the next 12 months?

WVC continues to lag Canadian Red Cross on Awareness and Familiarity but remains on par or ahead of most competitors. Jumpstart appears to have rebounded after a slight decline in Q3.



Familiarity



Very familiar

■ Somewhat familiar ■ Just heard the name

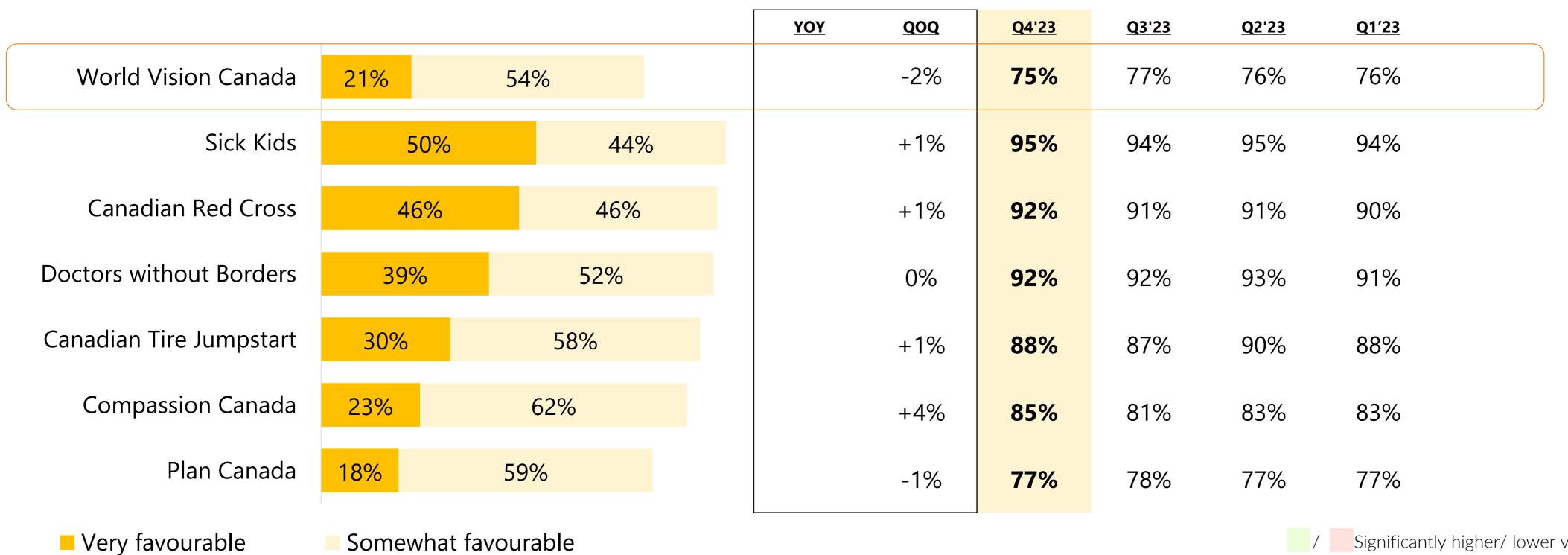
Significantly higher / lower vs. previous quarter at a 95% confidence level

	WVC	CRC	DwB	HSC	CTJ	PC	CC
Q1	1,319	1,307	1,228	1,230	1,148	672	50
Q2	1,253	1,247	1,170	1,151	1,081	609	39
Q3	1,292	1,280	1,219	1,194	1,054	616	46
Q4	1,257	1,251	1,178	1,154	1,089	641	46

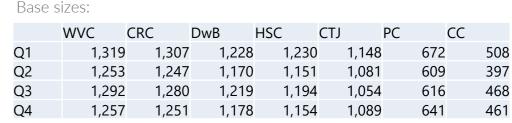


WVC experienced a directional decline in favourability in Q4, and continues to lag most of its peers.

Favourability

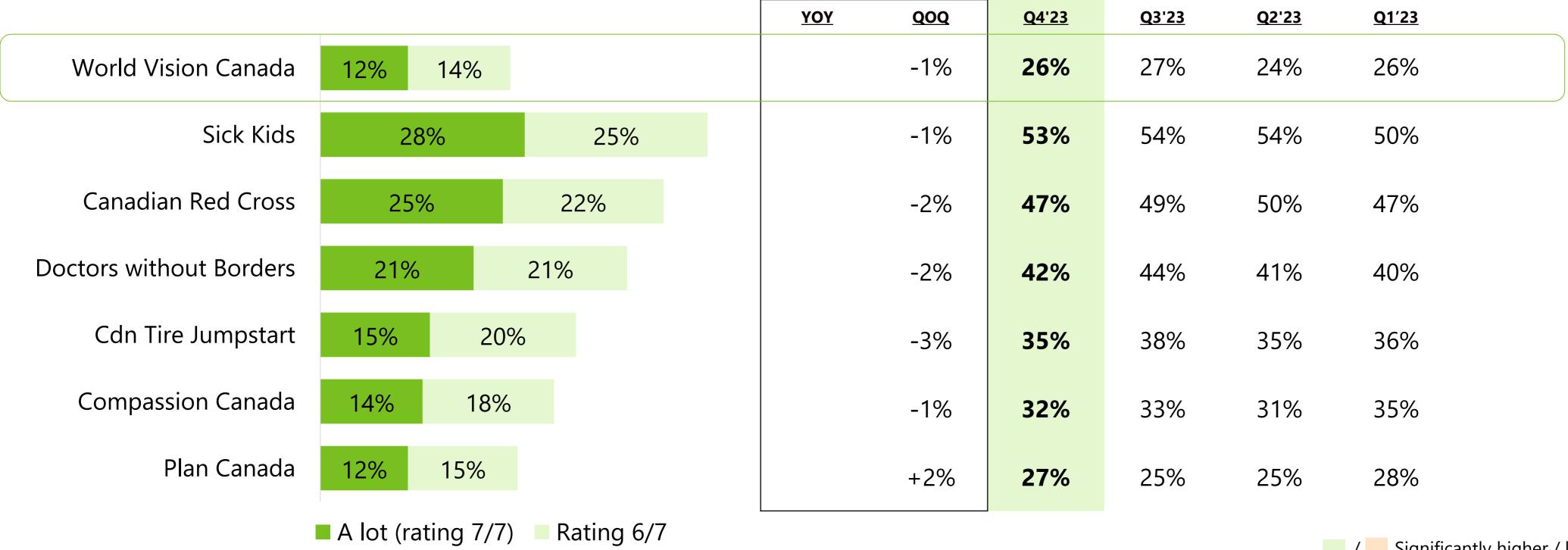






WVC lags most competitors on Trust. There has been no change (for better or worse) in F23, suggesting WVC must continue to focus on demonstrating impact.

Trust



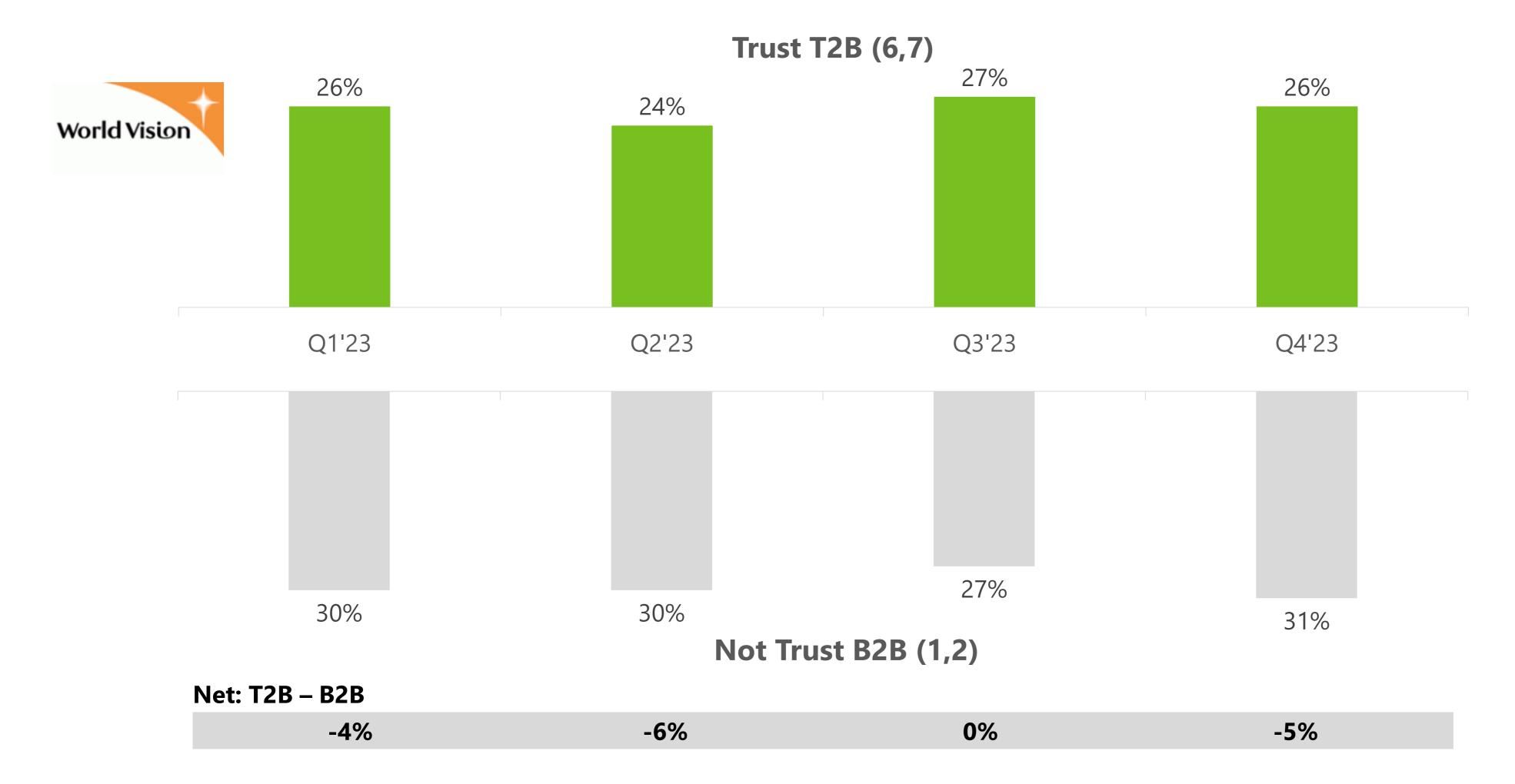


/ Significantly higher / lower vs. previous quarter at a 95% confidence level

	WVC	CRC	DwB	HSC	CTJ	PC	CC
Q1	1,319	1,307	1,228	1,230	1,148	672	508
Q2	1,253	1,247	1,170	1,151	1,081	609	397
Q3	1,292	1,280	1,219	1,194	1,054	616	468
Q4	1,257	1,251	1,178	1,154	1,089	641	461

Trust and non-trust measures remain fairly stable.

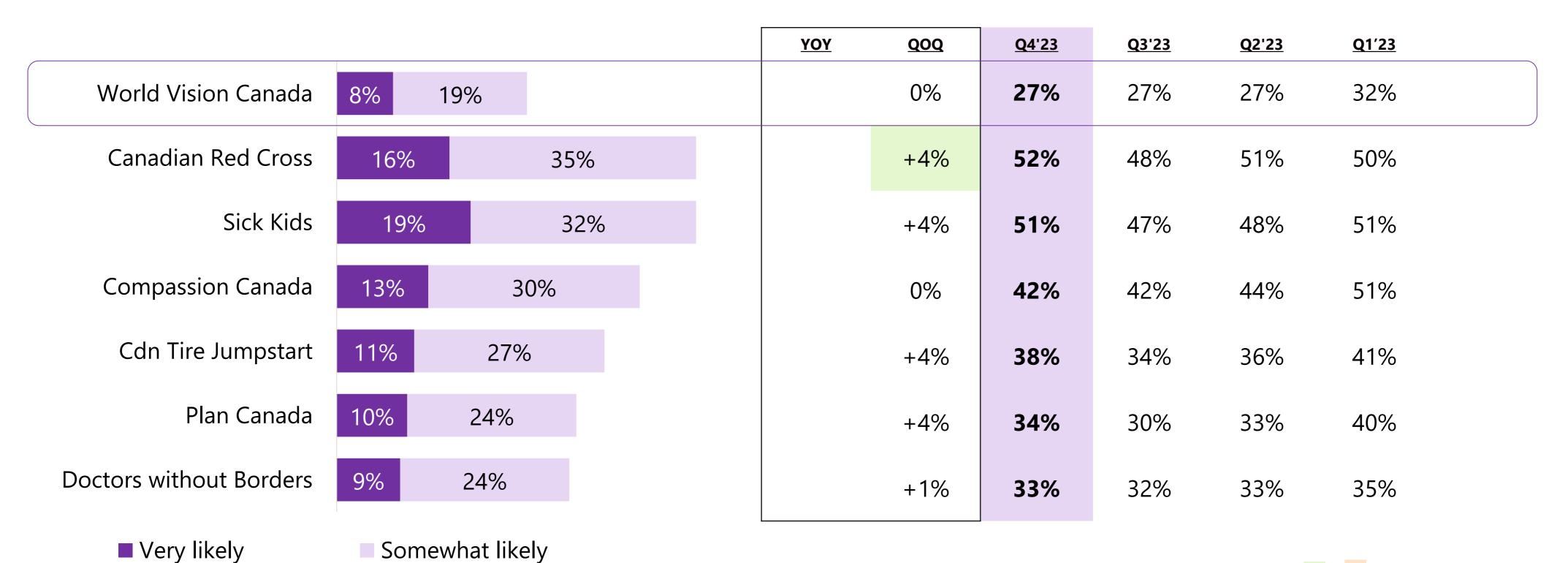
• Almost a third of Canadians feel that WVC is not a trustworthy organization. While softening these numbers is ideal, it may be more feasible for the time being to focus on shifting perceptions of those with no strong opinion (43% of Canadians in Q4).

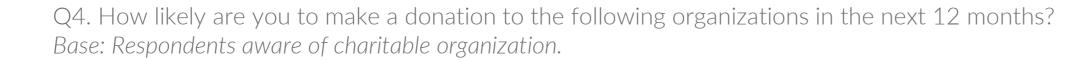




WVC's donation intent has remained stable in Q4, while the Canadian Red Cross has recovered from a slight drop experienced in Q3.

Donate





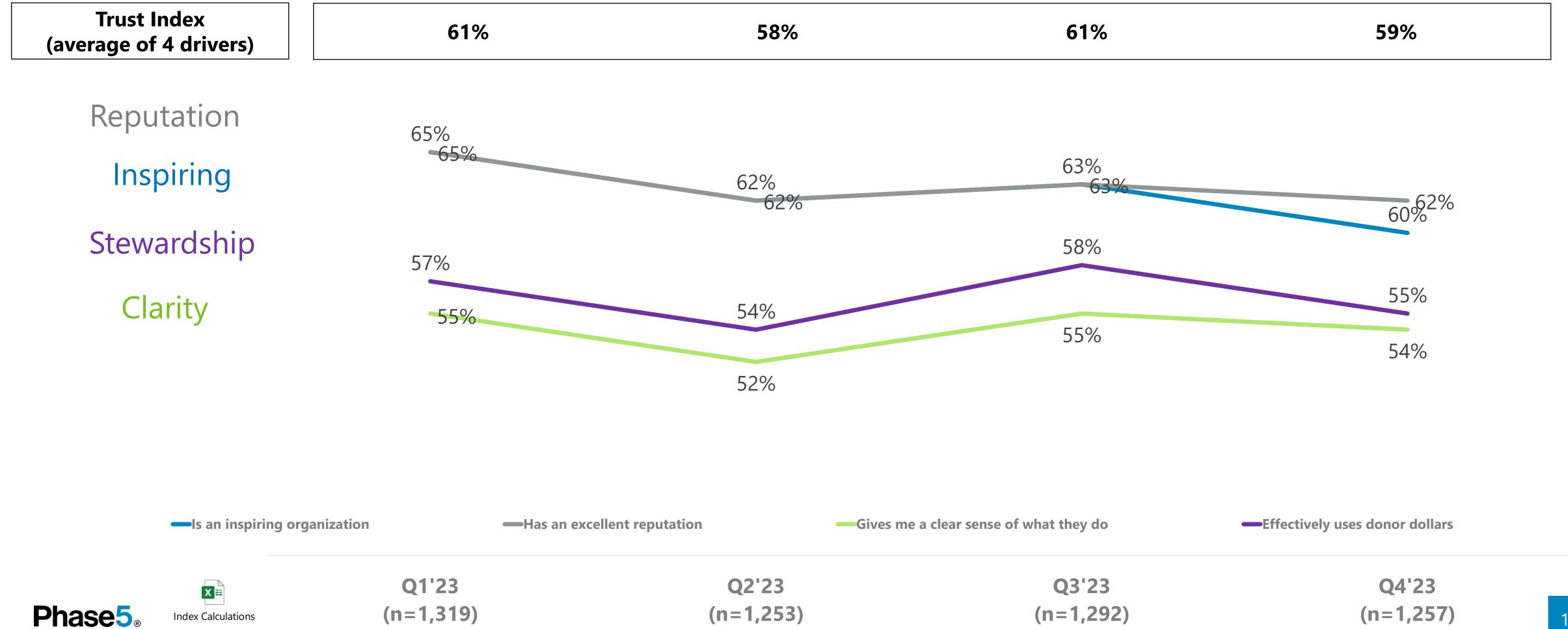


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On Trust factors, Canadians have mixed perceptions of WVC – performance is strongest on reputation, and the organization is inspirational.

• Larger gaps exist in the public's mind when it comes to being the best organization for doing good in the world, clarity of mission, and effective use of donor dollars.

Top 2 Box Scores



Impact index scores softened slightly toward the end of the year.

• While Canadians have faith that WVC is making a difference in the lives of those it helps, they lack connectedness to the work being done in the field. Other gaps include sharing evidence, transparency, and helping donors and prospects understand the impact of their donation. It will be interesting to track impact perceptions once the upcoming Impact Campaign has been in market.

Top 2 Box Scores Impact Index 52% 51% **50%** 49% (average of 8 drivers) —Is making a big difference in people's lives 64% 63% 63% -**Effectively uses donor dollars 61% 58% -**Gives me a clear sense of what they do 57% 55% 55% 55% —Produces real, measurable, tangible results 54% 55% —Makes me feel my donation is making a difference 52% 51% 50% 52% 52% —It is transparent in what they do and how they operate 48% 48% 47% 49% Shares evidence in a relevant way 46% 45% 46% 47% 46% 46% 43% 46% —Makes me feel connected to the work that is done in the field 44% 43% 43% Q2'23 Q3'23 Q4'23 Q1'23 (n=1,319)(n=1,253)(n=1,292)(n=1,257)



**Attribute included in both Impact and Trust Indexes.

Base: All respondents aware of WVC (Q4 n=1,257).

Q6_ASSOCIATIONS. To what extent do you associate the following with World Vision? Q7: To what extent do you agree or disagree that World Vision...

Covenant and Global Partners hold more positive associations than others.

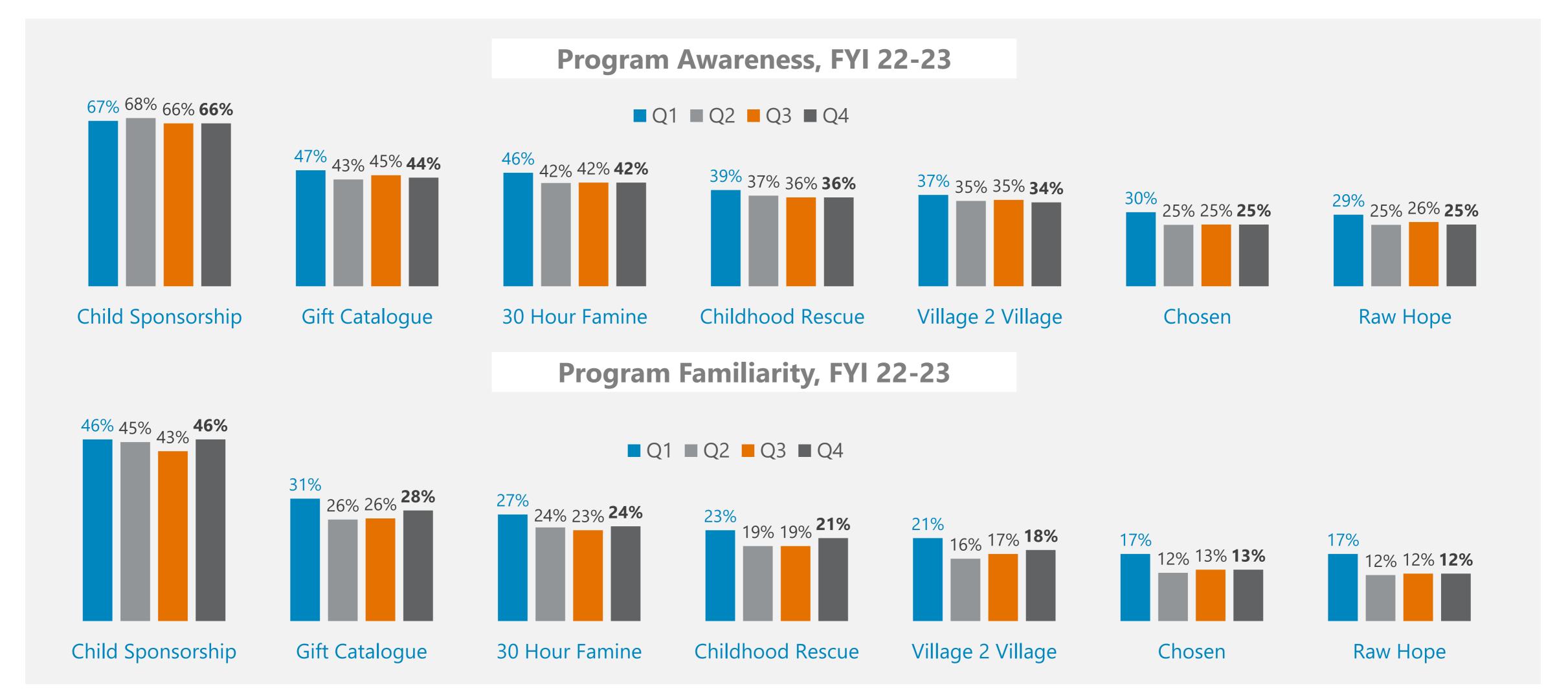
Percent Rating Top 2 Box	Civic Optimist (n=235)	Community Role Model (n=74) B	Spontaneous Advocate (n=85)	Covenant Partner (n=140) D	Global Partners (n=190) E	Engaged Volunteer (n=206)
Supports communities/places around the world where families live in the most dangerous and fragile environments	66%	70%	71%	84% ABCF	79% A	74%
Is making a big difference in people's lives	53%	59%	71% A	77% AB	69% A	74% AB
Helps communities become self-sufficient	49%	57%	60%	76% ABC	72% AB	70% AB
Is clear in its mission and approach to helping girls, boys and their families	49%	58%	67% A	75% AB	71% A	70% A
Puts in place lasting solutions for the communities it supports	43%	54%	61% A	70% AB	68% AB	69% AB
Delivers on its promises	39%	54% A	56% A	65% A	64% A	65% A
Works on causes that are important to me	39%	55% A	64% A	69% A	68% AB	67% A
Is in line with my values	37%	45%	62% AB	69% AB	68% AB	67% AB
Produces real, measurable, tangible results	37%	41%	55% A	72% ABC	65% AB	68% ABC
Communicates what problems have been solved for girls, boys and their families	36%	43%	56% A	64% AB	64% AB	67% AB
Is a leader in the charitable giving space	36%	49% A	62% A	66% AB	61% A	67% AB
Is modern in its approach to supporting communities in need	32%	45% A	60% A	61% AB	62% AB	67% AB
Is an organization I admire and would be proud to support	31%	43%	52% A	58% AB	63% AB	65% ABC
It is transparent in what they do and how they operate	30%	47% A	55% A	59% A	60% A	64% AB
Shares evidence in a relevant way	29%	41%	53% A	56% AB	58% AB	61% AB
Does not rely on the "same old" approach to make lasting change	29%	39%	49% A	53% A	54% AB	56% AB
Makes me feel my donation is making a difference	28%	46% A	55% A	62% AB	66% AB	62% AB
Makes me feel connected to the work that is done in the field	24%	42% A	51% A	53% A	61% AB	62% AB

■ Less associated ■ Strongly associated



Canadians are less aware of WVC's non-sponsorship programs. Chosen and Raw Hope are the least well-known.

• However, there have been no noticeable shifts or surges in awareness over the year that could be linked to any awareness raising campaigns or efforts.

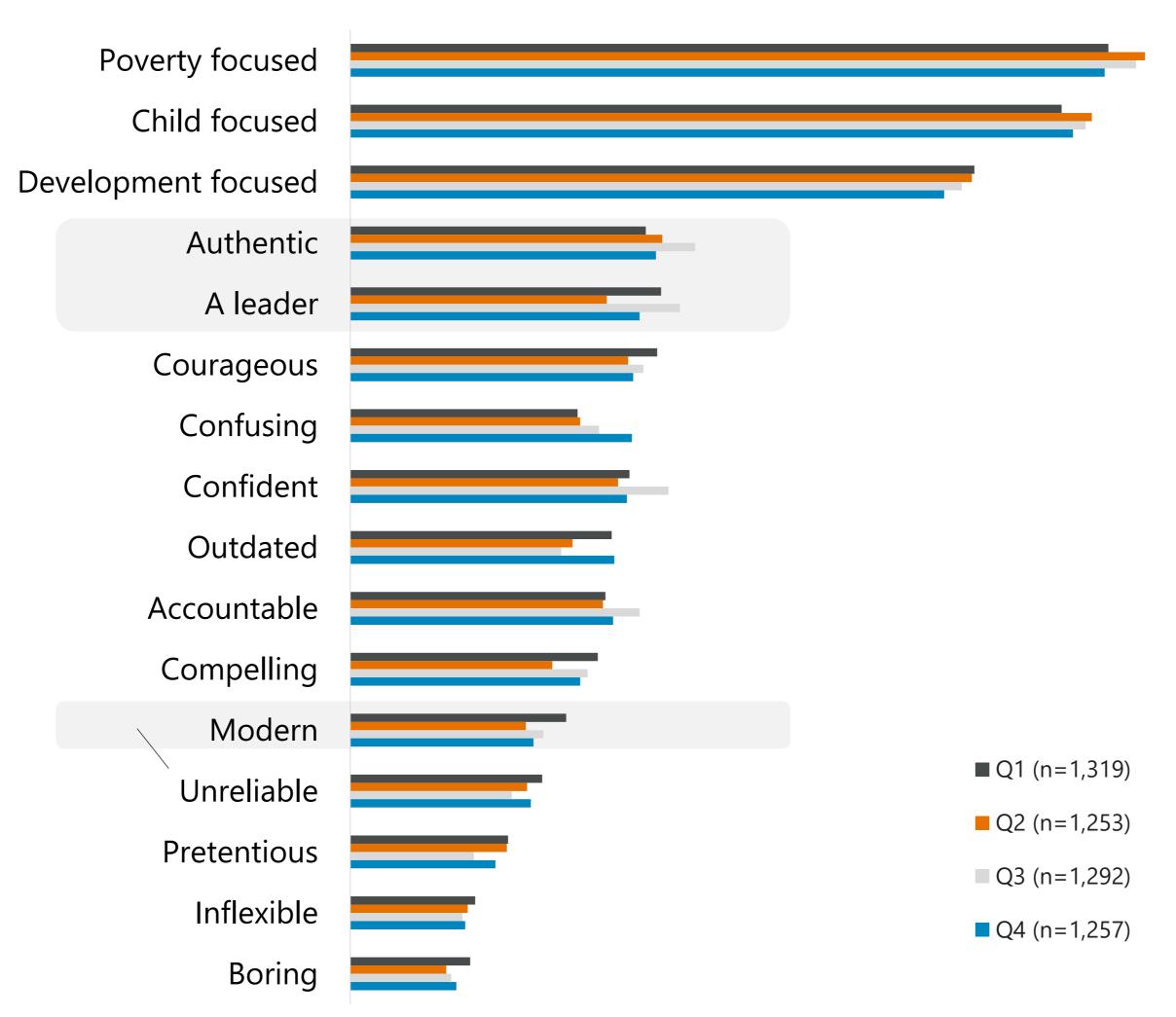




Perceptions of World Vision Canada are consistent with previous quarters, and suggest that most Canadians have a good understanding of the types of initiatives WVC focusses on.

• Areas of strategic focus – being known as a Modern, Authentic Leader – requires long-term investment. Continued focus in these areas should improve perceptions overtime.

Associations with WVC





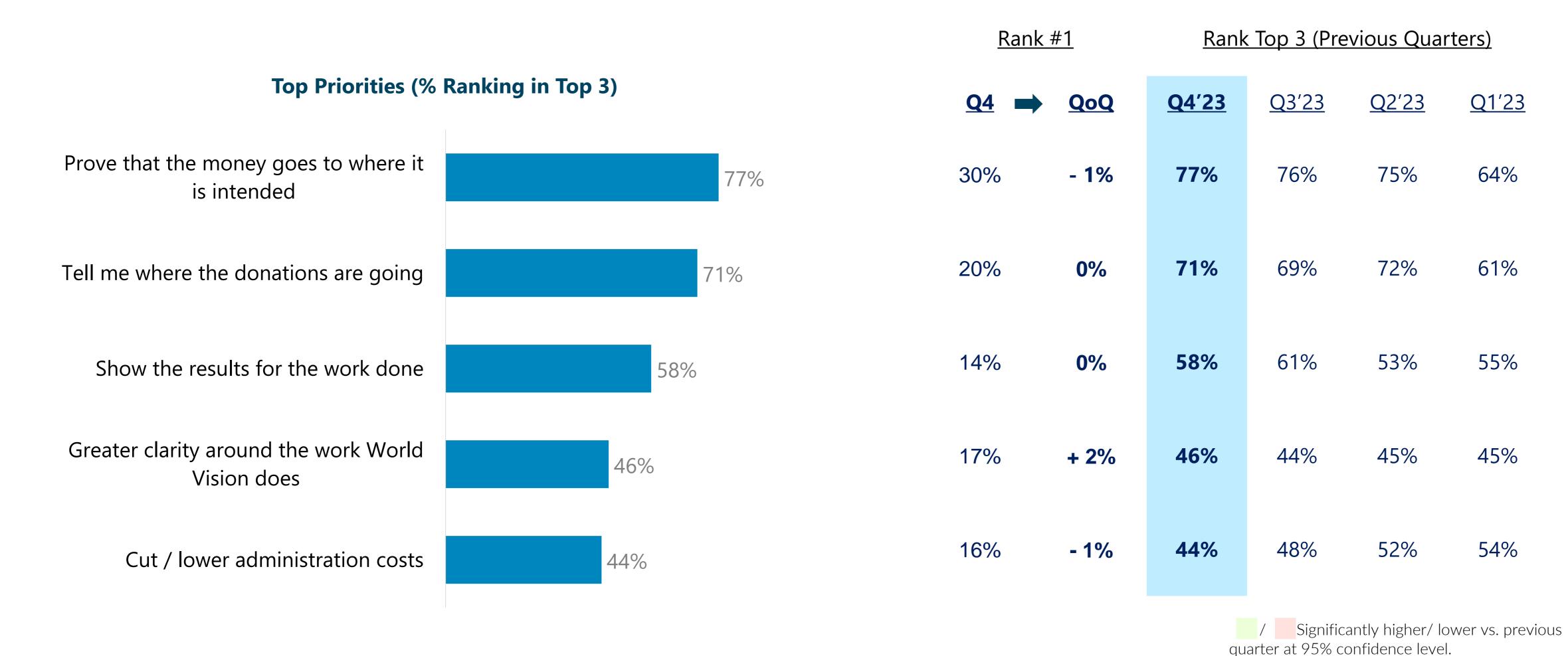
WVC is most associated with supporting communities in dangerous or fragile environments and making a big difference in people's lives.

					125					
% Change from Prev. Q		Strongl	y So	mewhat	Q4	Q3	Q2	Q1	Do not associate with WVC	Q4
+1%	Is supporting more communities/places around the world where families live in more dangerous and fragile environments	23%	4	6%	69%	68%	69%	67%		32%
- 2%	**Is making a big difference in people's lives	19%	42%		61%	63%	63%	64%		39%
- 2%	Is clear in its mission and approach to helping girls, boys and their families	20%	39%		59%	61%	62%	62%		41%
+ 1%	Helps communities become self-sufficient	17%	42%		59%	58%	61%	60%		41%
- 4%	Puts in place lasting solutions for the communities it supports	15%	39%		54%	58%	58%	58%		46%
- 1%	Works on causes that are important to me	15%	39%		54%	55%	54%	56%		47%
- 2%	Is in line with my values	17%	36%		53%	55%	54%	55% l		47%
- 1%	Is a leader in the charitable giving space	16%	36%		52%	53%	53%	55%		49%
- 1%	**Produces real, measurable, tangible results	14%	37%		51%	52%	52%	55%		49%
- 2%	Delivers on its promises	13%	38%		51%	53%	53%	55%		49%
- 2%	Communicates what problems have been solved for girls, boys and their families	15%	35%		50%	52%	54%	54%		50%
- 3%	Is modern in its approach to supporting communities in need	14%	34%		48%	51%	52%	53%		52%
- 2%	Is an organization I admire and would be proud to support	15%	32%		47%	49%	48%	50%		53%
- 1%	**Makes me feel my donation is making a difference	15%	32%		47%	48%	46%	50%		53%
- 1%	**It is transparent in what they do and how they operate	12%	34%		46%	47%	46%	49%		54%
- 2%	**Shares evidence in a relevant way	12%	32%		44%	46%	45%	48%		57%
0%	**Makes me feel connected to the work that is done in the field	13%	30%		43%	43%	44%	46%		57%
- 2%	Does not rely on the "same old" approach to make lasting change	11%	32%		43%	45%	43%	45%		58%

T2B



Demonstrating impact and improving transparency would help increase trust in WVC.

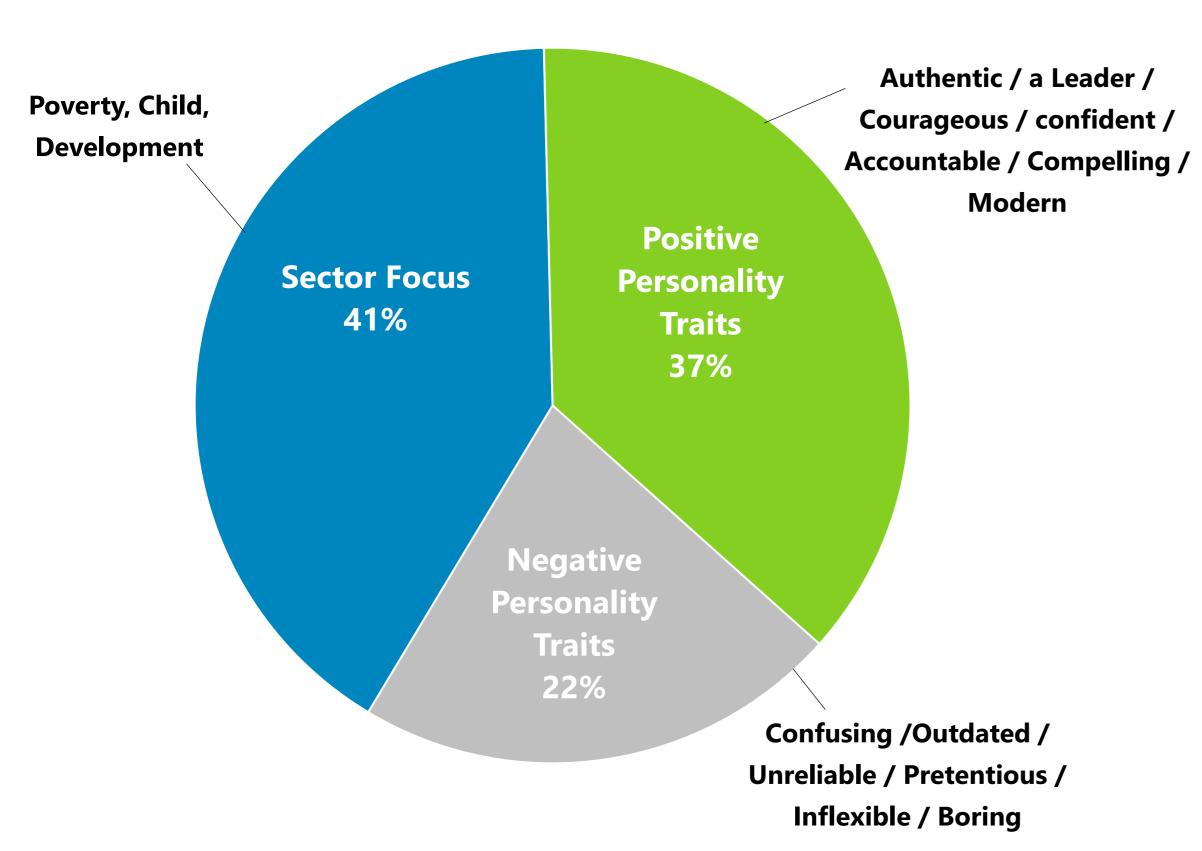




Note: excludes don't know / unsure responses.

A sizeable share of Canadian's mindset holds stronger association with positive personality traits, rather than just the sectors WVC focusses on. Negative associations account for smaller but still substantial "share of mind".

Share of Mind – Associations with WVC (Netted Responses)



	QoQ	<u>Q4'23</u>	<u>Q3′23</u>	<u>Q2'23</u>	<u>Q1′23</u>
Sector Focus	-1%	41%	42%	44%	41%
Positive Traits	-2%	37%	39%	36%	38%
Negative Traits	+3%	22%	19%	20%	21%

Note: Calculated on share of responses, to total 100% (i.e., not respondents)



WVC is perceived as spending more than other charities on advertising and administration. There has been a notable increase in the proportion of Canadians who perceive WVC to be spending too much on advertising.

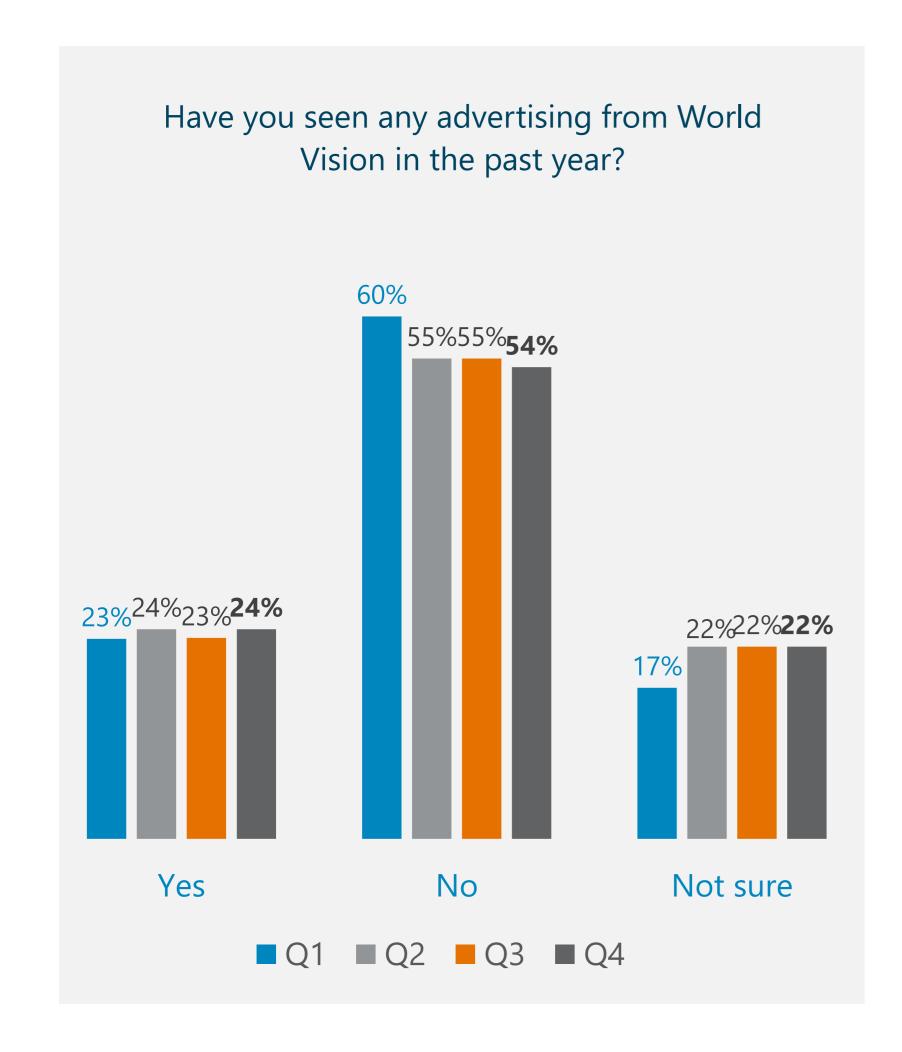
INSIGHT: Of those who indicated WVC wastes too much \$ on advertising, very few (6%) say they have noticed *more* ads from WVC. In fact, many have noticed less advertising (22%) or think it's about the same (55%). This suggests that there is little or no negative sentiment that can be directly tied to WVC's recent increase in ad spend.

		Wastes too much money on advertising			Wastes too much money on admin costs			Has a relationship with a religion / faith that makes me suspicious			
		<u>QoQ</u>	Q4'23	<u>Q3'23</u>	QoQ	Q4'23	Q3′23		QoQ	Q4′23	Q3′23
•	World Vision Canada	+6%	29%	23%	+4%	30%	26%		0%	17%	17%
Canadian Cancer Society	Canadian Cancer Society	+2%	15%	13%	+2%	22%	20%		0%	2%	2%
OF THE OLD CHART	Canadian Red Cross	+3%	13%	10%	+3%	20%	17%		0%	3%	3%
	Canadian Tire Jumpstart	+2%	12%	10%	+1%	12%	11%		-2%	2%	4%
SickKids	SickKids Hospital	0%	11%	11%	+2%	14%	12%		0%	3%	3%
THE DON SALVATOR	The Salvation Army	+2%	10%	8%	+2%	17%	15%		+2%	22%	20%
	Plan Canada	+1%	7 %	6%	+1%	10%	9%		0%	5%	5%
	Doctors without Borders Canada	+2%	7 %	5%	+2%	14%	12%		0%	4%	4%
7	Compassion Canada	0%	3%	3%	+1%	5%	4%		+1%	3%	2%
,	None of these	-7%	51%	58%	-2%	50%	52%		-1%	62%	63%





A quarter of Canadians recall seeing advertisements from World Vision, with TV being the most mentioned source of exposure.



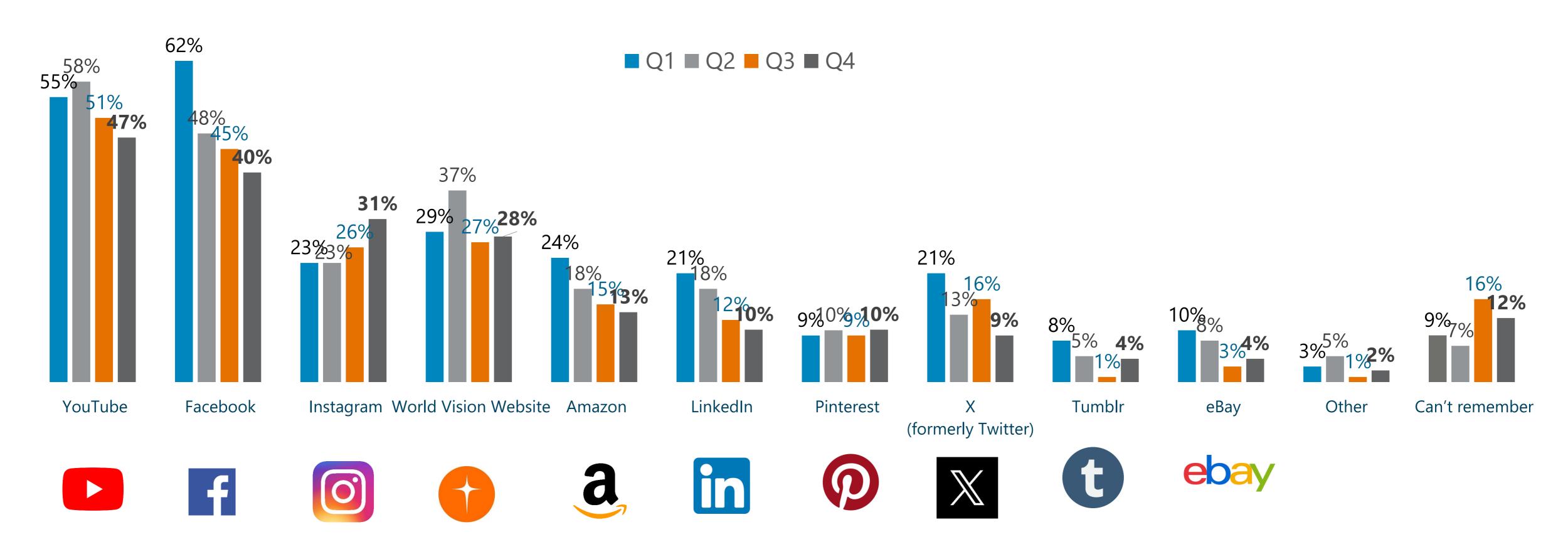
Where did you see the ad?	QoQ	Q4'23	<u>Q3'23</u>	<u>Q2'23</u>	<u>Q1′23</u>
Television	-3%	70%	73%	77%	71%
Online	0%	30%	30%	20%	29%
Magazines	-1%	10%	11%	9%	15%
Newspaper ads	0%	9%	9%	9%	10%
Radio	3%	8%	5%	7%	10%
At a mall	-3%	6%	9%	6%	7%
Bus shelter ads	0%	6%	6%	7%	7%
Outdoor digital signs	2%	4%	2%	4%	5%
Street posters	-2%	4%	6%	5%	5%
At a cinema/theatre	0%	4%	4%	2%	7%
Other (mailer, church, etc.)	2%	8%	6%	5%	4%

/ Significantly higher/ lower vs. previous quarter at 95% confidence level.



YouTube and Facebook lead online channels for recall, although Facebook has been in decline since the start of FY23 while Instagram saw an increase in Q4.

Platforms / Sites - Online Ads



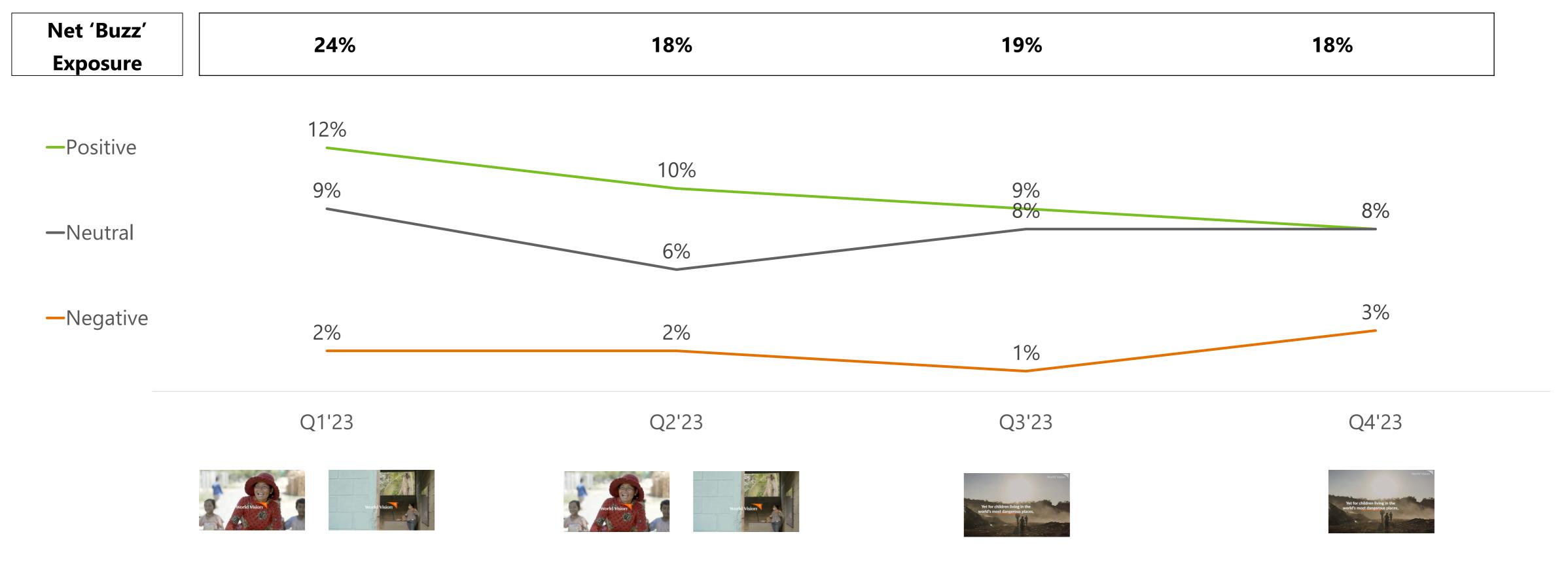


Most Canadians have not noticed any differences in the amount of advertising they see from World Vision, although the proportion who say they've noticed less is three times as large as those noticing more.

—It's about the same 57% 56% —I've noticed World Vision less —I'm unsure 20% 20% —I've noticed World Vision more 6% 6% Q3'23 Q4'24

There has been no fluctuation in 'buzz' since the start of the calendar year, although positive buzz has declined slightly quarter over quarter.

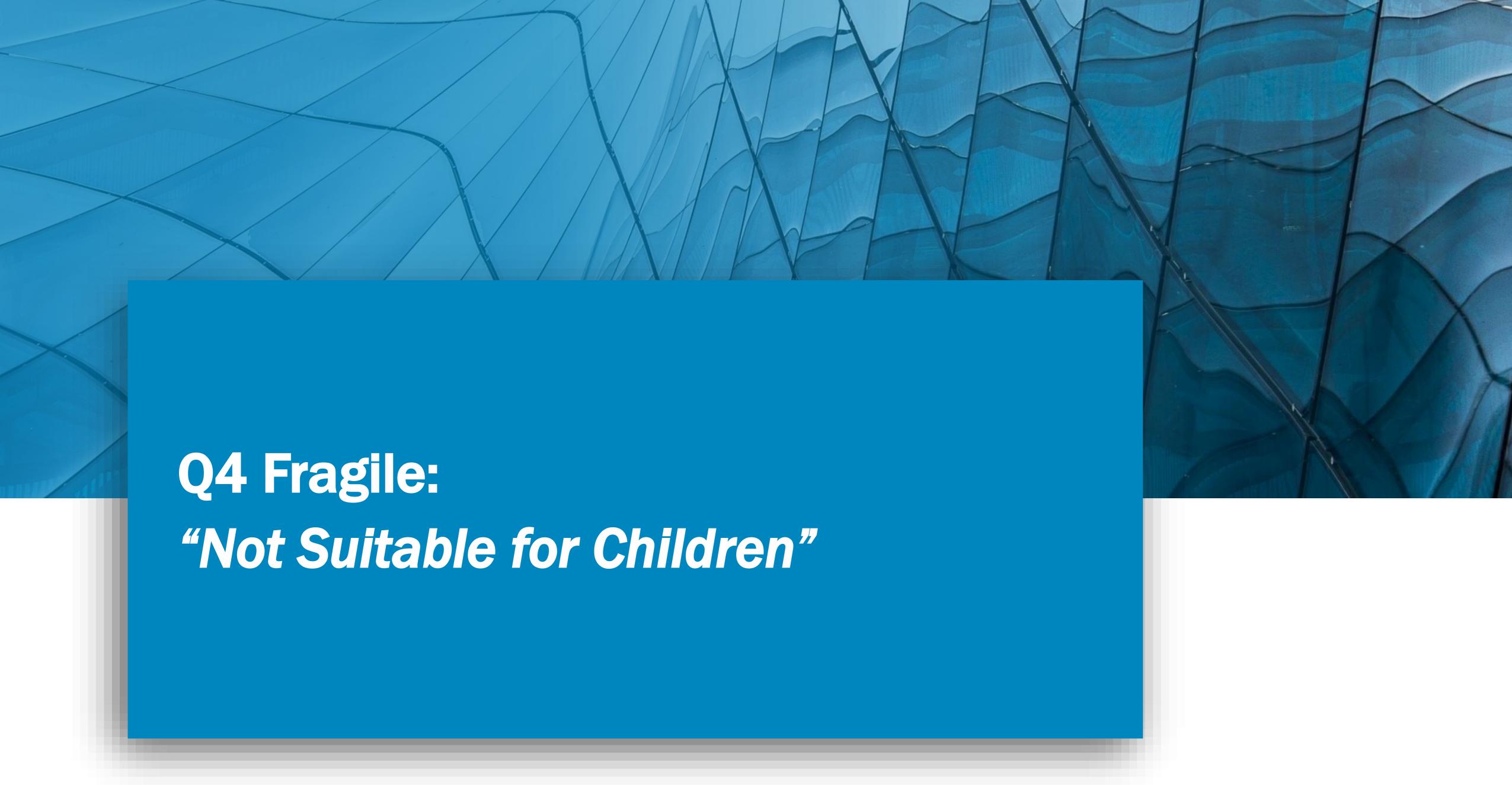
Buzz in the Market



What a Wonderful World

Fragile: Not Suitable for Children

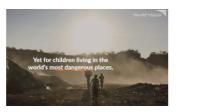




Recall for the Fragile ad is low, but appealing to most who see it.

Fragile: Not Suitable for Children

What a Wonderful World













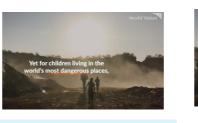
	<u>QoQ</u>	<u>Q4'23</u>	Q3′23	Q2'23 (1)	Q2'23 (2)	Q1'23 (1)	Q1'23 (2)
RECALL							
Yes, definitely	-2%	7 %	9%	9%	8%	14%	9%
Yes, possibly	+1%	14%	13%	11%	12%	10%	10%
No / don't recall	+2%	79%	77%	80%	80%	75%	82%
APPEAL							
Very appealing	-2%	22%	24%	29%	20%	26%	22%
Somewhat appealing	+1%	46%	45%	52%	57%	51%	53%
Somewhat unappealing	-1%	21%	22%	14%	16%	16%	17%
Very unappealing	+2%	10%	8%	5%	6%	6%	7%



Perceptions of the Fragile "Not Suitable for Children" ad are generally positive. It is seen as impactful, credible and helps viewers better understand what World Vision does.

Fragile: Not Suitable for Children

What a Wonderful World









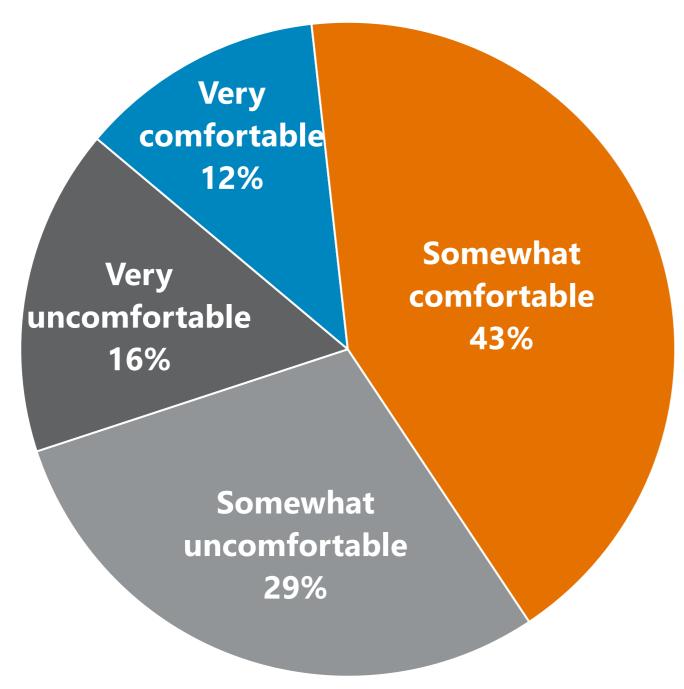


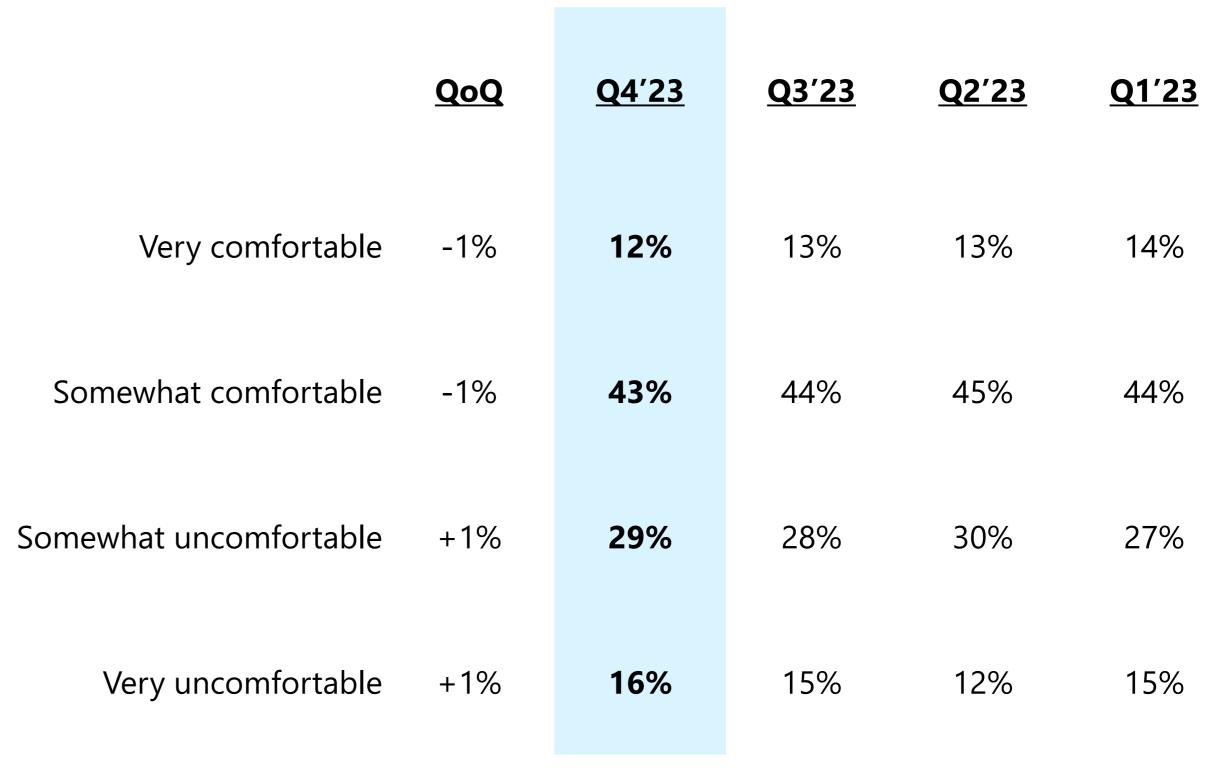


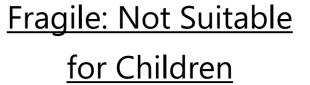
	QoQ	Q4'23	Q3'23	Q2'23 (1)	Q2'23 (2)	Q1'23 (1)	Q1'23 (2)
This ad has a clear message	-2%	39%	41%	38%	34%	34%	31%
This ad is impactful	1%	37%	36%	27%	24%	25%	24%
This ad helps me better understand what World Vision does	0%	29%	29%	34%	30%	28%	26%
This ad is believable	1%	28%	28%	28%	23%	28%	23%
This ad fits with what I know about World Vision	0%	27%	27%				
This ad illustrates how World Vision does good in the World	-5%	23%	28%	32%	28%	29%	26%
This ad is memorable	-1%	23%	24%	25%	23%	23%	19%
This ad is inspiring	0%	19%	19%	29%	21%	24%	23%
This ad makes me feel guilty	1%	14%	13%				
This ad is unique	-6%	14%	20%				
This ad makes me want to take action	-3%	14%	17%	13%	10%	12%	11%
This ad aligns with my values	0%	14%	14%	19%	17%	16%	14%
This ad gives me a better understanding of various ways to donate with World Vision	-1%	13%	14%	27%	26%	23%	21%
This ad is annoying	3%	7 %	4%				
This ad is relevant to me personally	-2%	6%	8%				
None of the above	2%	15%	13%	16%	18%	19%	21%

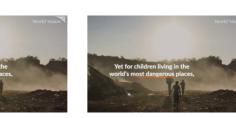
The Fragile ad had a positive impact on viewer ability to describe WVC.

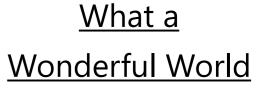
















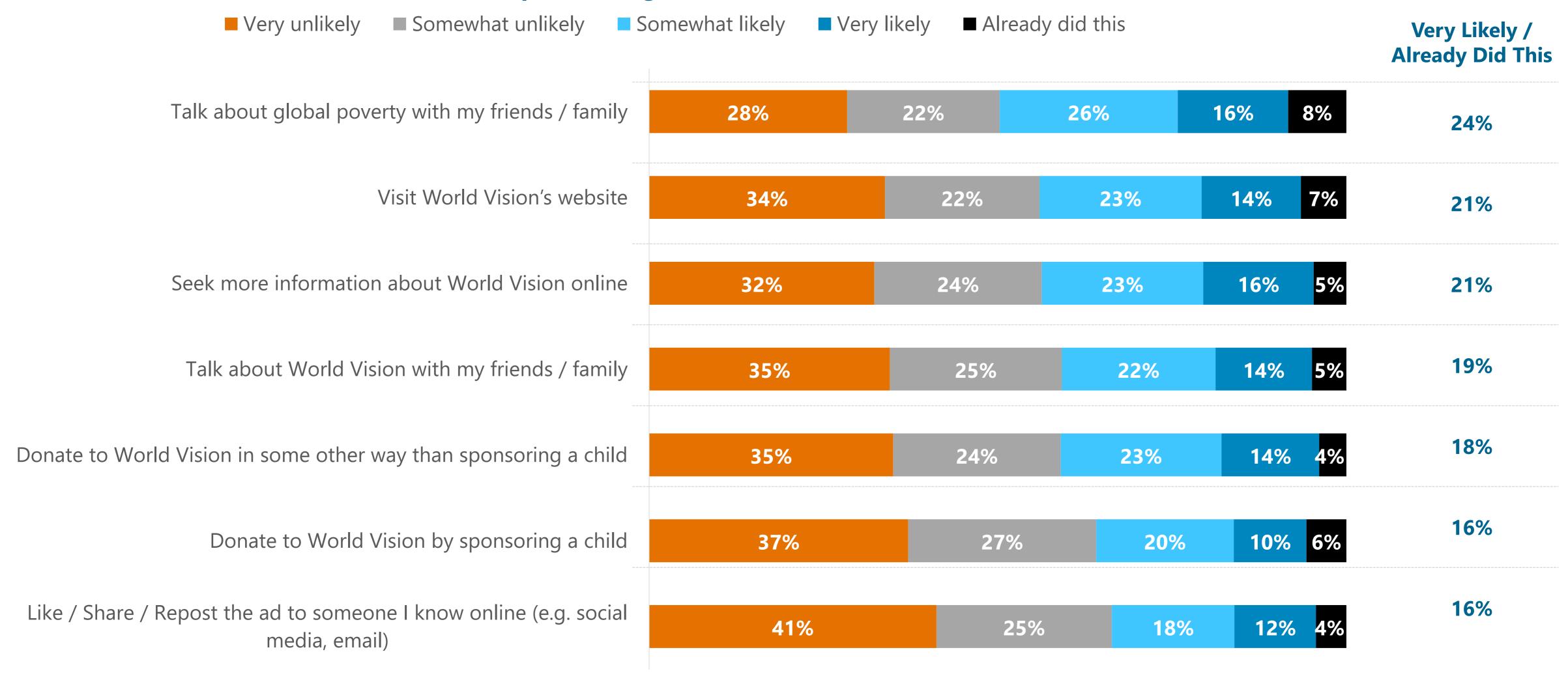






The *Fragile* ad would prompt many to take some type of action, most likely to discuss global poverty with others and drive online traffic.

Impact of Fragile Ad on Actions







Awareness and Favourability

	Civic Optimist	Community Role Model	Spontaneous Advocate	Covenant Partner	Global Partners	Engaged Volunteer
	n=247 A	n=74 B	n=120 C	n=146 D	n=200 E	n=249 F
Very familiar	13%	18%	13%	38% ABCF	31% ABCF	16%
Somewhat familiar	40% C	45% C	29%	34%	42% C	38%
Just heard the name	43% CDEF	38% DE	28%	23%	23%	29%
	Civic Optimist n=235	Community Role Model n=74	Spontaneous Advocate n=85	Covenant Partner n=140	Global Partners n=190	Engaged Volunteer n=206
	Α	В	C	D	E	F
Very favourable	16%	23%	25%	32% A	33% AF	23%
Somewhat favourable	51%	51%	53%	49%	51%	61% ADE
Somewhat unfavourable	25% DEF	15%	16%	14%	14%	15%
Very unfavourable	8% EF	11% EF	6% F	4%	3%	1%
Top 2 Box (favourable)	67%	74%	78%	81% A	84% A	84% A



Consideration for Supporting WVC

	Civic Optimist	Community Role Model	Spontaneous Advocate	Covenant Partner	Global Partners	Engaged Volunteer
	n=235 A	n=74 B	n=85 C	n=140 D	n=190 E	n=206 F
1 – Would not consider at all	20% CDEF	18% EF	9% F	12% F	8%	3%
2	20% CEF	11% F	11% F	14% EF	6%	3%
3	16% DE	12%	14%	8%	8%	14%
4	20%	28% E	25%	19%	17%	27% E
5	13%	18%	22% A	19%	24% A	25% A
6	4%	5%	4%	16% ABC	19% ABC	15% ABC
7 – Would strongly consider	6%	8%	15% A	14% A	16% A	13% A
Top 2 Box	10%	14%	19% A	29% AB	36% ABC	28% AB



Likelihood to Donate to WVC (next 12 months)

	Optimist n=235	Role Model n=74 B	Spontaneous Advocate n=85 C	Partner n=140	Global Partners n=190 E	Engaged Volunteer n=206 F
Very likely	3%	4%	9% A	16% AB	19% ABCF	10% A
Somewhat likely	9%	16%	24% A	26% A	28% AB	36% ABCD
Somewhat unlikely	33%	23%	34%	28%	32%	35%
Very unlikely	54% CDEF	57% CDEF	33% EF	31% EF	21%	19%
Top 2 Box (likely)	12%	20%	33% A	41% AB	48% ABC	46% ABC



Trust Metrics, Top 2 Box (agreement)

	Civic Optimist n=235 A	Community Role Model n=74 B	Spontaneous Advocate n=85 C	Covenant Partner n=140 D	Global Partners n=190 E	Engaged Volunteer n=206 F
Gives me a clear sense of what they do	37%	59% A	60% A	67% A	66% A	70% A
Is an inspiring organization	49%	61%	67% A	69% A	68% A	75% AB
Effectively uses donor dollars	43%	53%	62% A	65% A	68% AB	70% AB
Has an excellent reputation	50%	58%	69% A	75% AB	69% A	75% AB
Is the best organization for doing good in the world	34%	50% A	55% A	59% A	59% A	68% ABC



Familiarity with Programs (somewhat + very familiar)

	Civic Optimist	Community Role Model	Spontaneous Advocate	Covenant Partner	Global Partners	Engaged Volunteer
	n=235 A	n=74 B	n=85 C	n=140 D	n=190 E	n=206 F
Village 2 Village	10%	12%	15%	26% AB	32% ABC	28% ABC
Child Sponsorship	39%	49%	52% A	64% ABF	61% A	51% A
30 Hour Famine	16%	26%	29% A	30% A	35% A	31% A
Gift Catalogue	25%	24%	32%	40% AB	40% AB	32%
Chosen	4%	8%	18% A	14% A	24% ABD	24% ABD
Raw Hope	4%	9%	15% A	13% A	22% ABD	24% ABD
Childhood Rescue	11%	12%	20% A	26% AB	32% ABC	37% ABCD



